

THE UNIVERSITY OF WISCONSIN
MADISON 53706

DEPARTMENT OF PSYCHOLOGY
PSYCHOLOGY BUILDING
CHARTER AT JOHNSON

June 24, 1969

Joshua Lederberg
Department of Genetics
School of Medicine
Stanford University
Palo Alto, California 94304

Dear Dr. Lederberg:

Enclosed are copies of the article you requested, "Fear communications in the acceptance of preventive health practices" as well as an article that appeared in Psychology Today. I have a chapter in the new Borgatta and Evans book, Smoking, Health and Behavior, Aldine Publishing Co., 1968, that begins where the fear communication information begin. These two chapters give an up-to-date interpretation of the theoretical issues.

Thank you for your interest.

Sincerely,

Howard Leventhal/bs

Howard Leventhal, Ph.D.
Professor

HL/bs

JUN 26 1969

Thank you very much.

My point of immediate interest is the way that the presentation of superordinate goals can contribute to an effective sense of urgency about world order.

Joshua Lederberg

cc. to Kay

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HOWARD
LEVENTHAL